

## EAST Search History

## EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	57212	(multiple or multi-step or repeat\$) near3 (analysis or determination or evaluation)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L2	4409	L1 same ((statistic\$ or regression or image or equity or "brand pyramid" or (trade adj off) or tradeoff or probability or econometric or behavioral or respons\$ or interaction) adj (analysis or analyz \$))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L3	57212	(multiple or multi-step or repeat\$) near3 (analysis or determination or evaluation)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L4	4409	L3 same ((statistic\$ or regression or image or equity or "brand pyramid" or (trade adj off) or tradeoff or probability or econometric or behavioral or respons\$ or interaction) adj (analysis or analyz \$))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L5	11	L4 and ((brand\$ or label\$) same ((buyer or customer) with (react\$ or interact\$ or perception or respons\$ or feedback)))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39

L6	135691	(multiple or multi-step or repeat\$ or additional or second) near3 (analysis or determination or evaluation)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L7	144090	(multiple or multi-step or repeat\$ or additional or second \$ or further) near3 (analysis or determination or evaluation)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L8	6377	L7 same ((statistic\$ or regression or image or equity or "brand pyramid" or (trade adj off) or tradeoff or probability or econometric or behavioral or respons\$ or interaction) adj (analysis or analyz \$))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L9	17	L8 and ((brand\$ or label\$) same ((buyer or customer) with (react\$ or interact\$ or perception or respons\$ or feedback)))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L10	1694	((brand\$ or label\$) same ((buyer or customer) with (react \$ or interact\$ or perception or respons\$ or feedback)))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L11	23	L10 same ((statistic\$ or regression or image or equity or "brand pyramid" or (trade adj off) or tradeoff or probability or econometric or behavioral or respons\$ or interaction) adj (analysis or analyz \$))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39

L12	33	L10 same ((statistic\$ or regression or image or equity or "brand pyramid" or (trade adj off) or tradeoff or probability or econometric or behavioral or respons\$ or interaction) near3 (analysis or analyz\$))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L13	23651	((first or primary or initial) near3 (analysis or determination or evaluation)) same ((multiple or multi-step or repeat\$ or additional or second \$ or further) near3 (analysis or determination or evaluation))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L14	12	L13 and ((brand\$ or label\$) same ((buyer or customer) with (react\$ or interact\$ or perception or respons\$ or feedback)))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L15	27	dull-stephen.in. or piotroski.in.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L16	1882	accenture\$.as.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L17	1223	accenture adj global adj services.as.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L18	1223	L16 and L17	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39

L19	1	L14 and L18	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L20	50	(US-20050209909-\$ or US-20020087386-\$ or US- 20060085255-\$ or US-20030069822-\$ or US-20040088239-\$ or US- 20040210509-\$ or US-20040093296-\$ or US-20060080265-\$ or US- 20080082518-\$ or US-20010047293-\$ or US-20020035537-\$ or US- 20020065690-\$ or US-20040030592-\$ or US-20050189415-\$ or US- 20050262004-\$ or US-20060149614-\$ or US-20070139231-\$ or US- 20070214097-\$ or US-20080004947-\$ or US-20080069729-\$ or US- 20020023708-\$ or US-20030009410-\$ or US-20040085377-\$ or US- 20040252230-\$ or US-20050131728-\$ or US-20060039593-\$).did. or (US- 20060100901-\$ or US-20060235786-\$ or US-20080091524-\$ or US- 20070122787-\$ or US-20070254267-\$ or US-20070219838-\$).did. or (US- 6313745-\$ or US- 6341269-\$ or US- 6853996-\$ or US- 7050938-\$ or US- 7313460-\$ or US- 6567108-\$ or US-	US-PGPUB; USPAT	OR	ON	2010/01/30 01:39

		5287529-\$ or US- 5987192-\$ or US- 6625585-\$ or US- 7229144-\$ or US- 4951195-\$ or US- 7076762-\$ or US- 4797942-\$ or US- 5098764-\$ or US- 5185640-\$ or US- 5907360-\$ or US- 6201613-\$ or US- 6393060-\$).did.				
L21	50	(US-20050209909-\$ or US-20010034628-\$ or US- 20010041995-\$ or US-20020065690-\$ or US-20040088239-\$ or US- 20040172319-\$ or US-20040210509-\$ or US-20040215551-\$ or US- 20050119922-\$ or US-20070118394-\$ or US-20020087386-\$ or US- 20080065471-\$ or US-20070185392-\$ or US-20070213606-\$ or US- 20070255354-\$). did. or (US-6292830-\$ or US-4567981-\$ or US-4964734-\$ or US-6321205-\$ or US- 4447140-\$ or US- 4966538-\$ or US- 5455009-\$ or US- 5802511-\$ or US- 5924594-\$ or US- 5938621-\$ or US- 5948365-\$ or US- 5955032-\$ or US- 5975343-\$ or US- 6023694-\$ or US- 6026392-\$ or US- 6131192-\$ or US- 6179787-\$ or US- 6203503-\$ or US- 5588649-\$ or US- 4549884-\$ or US- 4964879-\$ or US- 5188426-\$ or US-	US-PGPUB; USPAT	OR	ON	2010/01/30 01:39

		5204693-\$ or US-5341824-\$ or US-5353218-\$ or US-5636040-\$).did. or (US-5713931-\$ or US-5822735-\$ or US-5963070-\$ or US-6109591-\$ or US-6243339-\$ or US-6268011-\$ or US-6362269-\$ or US-6416833-\$ or US-6450407-\$).did.				
L22	95	L20 or L21	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L23	5	L20 and L21	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L24	26564	regression near2 analysis	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L25	12	L24 same ((determin \$) with brand)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L26	2	L24 and "brand pyramid"	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L27	147	L24 with ((based or link\$) near3 (multiple or second) and analysis)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L28	2	L24 same (brand near3 development)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39

L29	11	L24 and (brand near3 development)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L30	1624	multiple adj regression near2 analysis	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L31	5	L30 and ((brand or branding) same customer)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L32	60	L30 same (determin\$ near4 factor)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L33	9	"166758".ap.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L34	67	("295337" "421553" "775561" "678109" "938555" "994720" "994739" "046316" "012375" "025794" "036522" "124240"). ap.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L35	3	(US-20040093296-\$ or US-20020087389-\$ or US- 20050119900-\$). did.	US-PGPUB	OR	ON	2010/01/30 01:39
L36	1	L35 and (marketing same brand)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39
L37	1	L35 and ((determin\$ and marketing) same brand)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/01/30 01:39

## EAST Search History (Interference)

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**1/ 30/ 2010 1:45:57 AM**

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Management2-10804720.wsp**